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the bulletin
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The Editor's Desk Links of the Design

These are not times made simple for proclaiming a unified design to life. Nor is it easy to see that while retaining our individuality, there are important links and ties to other people, groups or institutions. Indeed it would be more modish to declare we are mere cogs in a wheel, frightened people neither happy nor good.

Even within the educational realm professional doomdweller's prophesy and perorate that the design of education has failed. They tell us we are not linked in any coherent educational process. Certainly fingers can be pointed and we must listen to news of colleges broken by capitulating to pop culture with majors in macrame. We must be aware that nationwide tests indicate lower reading and writing abilities. We must know enrollments may well lower. In brief we must be serious about our business—education.

We can be serious without being desperate; we can be concerned without being frantic. We must say that there is a coherent design, definite links in the educational process at Moorhead State University. We hope this magazine will help to prove our point.

Any educational design begins with choosing a college. In this first link a cornucopia of reasons arise. Reasons range from subjective, such as "All my friends are going there" through irrational, like, "My girlfriend/boyfriend wants me close" to objective, "It is highly ranked in my choice of careers." We cannot present the intangible reasons, one might choose a university. We can tell you some facts from a national study that judges Moorhead State University as a good school at a good price.

The most essential link in any university's design is its academic programs. We have many fine programs that could be featured, but we have chosen Year One. It is an unusual new program that comprises full-time study in the freshman year. It links the various disciplines—humanities, social sciences, communications—into one design. We think you will find the links of this academic design exciting.

Beyond the academic links, there is the social design of college life. Aware that there is much private social life, we would like to present one of our most public—homecoming. Homecoming is not unusual in itself, but the interest and enthusiasm shown this year demonstrated a revived spirit. We think there is a new link here, a link with the past. The success of homecoming symbolizes a nostalgic turn to times less complex, times when the social design of college life was clear and, yes, fun.

Cultural and social events as well as academic programs are important dimensions for the college design. 1976 was a year when we were linked more consciously than usual to our nation—its heritage,



its values, its future. There seems no better way to show you the cultural, social and academic links at Moorhead State than to present the many ways we celebrated the Bicentennial.

And another vital link is that certain knowledge we have from the very beginning of a student's college career. Someday the student will leave and enter a world of careers, and all those facets of life labelled "cold and cruel". We prepare for this linking to the outside world. MSU has a very successful Career Planning & Placement Office. It guides you in choices of careers. It seeks places for you when you graduate. It is the essential career link to the world outside academe, the link that ends the design of your college life.

Although you leave the campus, the end of your physical presence does not end links to MSU. So, finally we would like to inform you about our publications and some recent accomplishments. These publications will be sent to you long after graduation. They will inform you that the links continue, that you remain a part of the design.

The design is meaningful. The links are apparent. We hope this magazine reveals a few links in this design.

December, 1976

Ron Matthies, *Editor*

Kathy Foss Bakkum, *Graphic Design and Photography*

John Shonyo, Assistant Photographer

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Bicentennial Leaves

Although it might be tempting for some to be cynical or bored or indifferent about the Bicentennial, it does not seem appropriate. Granted there is Bicentennial minutiae from cigarette lighters to coffins, but the significance of this occasion overrides the frivolities that would detract from it.

A major way to resist any cynical temptations is to scrutinize not just the occasion but our entire view of time and history. In such an inspection there would be those authorities who view history as a mere ticking of the clock where the mainspring eventually wears down and time inexorably wears out the vitality and significance of a civilization until it collapses.

Rather, it is important to view history and time in yet another manner. In this view, there are occasions set aside for celebration. And it is through this view that the historical event of our Bicentennial becomes truly celebration—a celebration through which we rejuvenate our lives and rededicate ourselves to the future.

Moorhead State University has spent the last few years intellectually, culturally and entertainingly celebrating this most significant time.

First and foremost and during all seasons, the essential task of the university remains education. MSU's summer sessions have both realized the educational mission of this college and since 1973 have carried through themes allied to and building toward the Bicentennial. The themes began with "The Great Plains," followed by "The Great Depression" in 1974 and "Our Ethnic Heritage" in 1975. The theme for this Bicentennial year was "Creating the Future."

In addition to a whole host of regular summer session offerings necessary to carry out the University's mission and meet the needs of its students, Moorhead State has offered a series of special courses and workshops related to each specific theme. It has attempted to challenge the minds of the students by returning them to various times and places in history that has a direct or indirect bearing on their present, and even more important—their future. Whether or not the future will be celebrated cannot be known. But we do know that it must be met, challenged and made a time worthy of our nation's past.

But as we said, our nation's Bicentennial is a time to be celebrated—and celebrated it has been. For the past four years MSU has sponsored a gigantic old-fashioned Fourth of July party under the trees on the campus mall.

All the components for nostalgia and family fun have been present. Activities for the children have been horse-drawn hayrides, costume and bicycle contests, a fish pond, races, movies and free balloons. Adults were occupied with musical numbers, bingo with first rate prizes, pie eating contests, square dancing and community singing. And the food? Americana—hot dogs, ice cream and lemonade—all at depression prices.

Stomachs were also filled at a picnic supper sponsored by the MSU alumni association. The day was topped off by a giant fireworks display over Nemzek field furnished by the Moorhead American Legion.

The festivities were offered as an expression of appreciation to the community and the people the university serves. And it was only fitting in this Bicentennial year that July 4, 1976 was the biggest and best of all the Fourth of July celebrations.

It goes without saying that a university exists because of and for its students. And without the students Moorhead State, like any other school, would just be dust cast to the wind. So in reflecting back over our history and looking ahead to our future we at MSU felt compelled to honor its students with something of lasting significance.

An old-fashioned Arbor Day was planned. Since it opened its doors over 90 years ago Moorhead State has been dependent on the surrounding communities for its students. Because of the nature of the Bicentennial along with the Fargo-Moorhead Centennial, the Norwegian Sesquicentennial and Moorhead State being redesignated a University, we felt it would be both appropriate and timely for a young tree to be planted symbolizing the continued association of students from the surrounding communities with MSU.

On October 24th, 1975, mayors or representatives from 41 surrounding towns gathered to plant a tree signifying the continuing tie between their community and Moorhead State University. The Mayor's Grove is located on the east end of the campus beyond Nemzek Fieldhouse.

Finally, no celebration would be complete without cultural activities. And at Moorhead State we celebrated with music and with art.

On Sunday, September 26, the United States Armed Forces Bicentennial Band and Chorus presented a musical extravaganza before 4,000 people at Nemzek Fieldhouse. The free, two-hour concert was sponsored by Moorhead State in cooperation with the Moorhead American Legion and featured a 64-piece band and 26-voice chorus comprised of men and women musicians representing all five branches of the U.S. Armed Forces.

To highlight the day's event, Bob Aronson from the Lieutenant Governor's Office presented President Roland Dille and Dr. Clarence Glasrud with an official certificate and banner from the American Revolution Bicentennial Commission recognizing Moorhead State as a Bicentennial University.

It received the award for what the Commission termed outstanding programs in the Bicentennial Summer Session themes, the old fashioned Fourth of July celebrations and the lasting significance of the mayor's tree planting.

The culminating event on MSU's campus took place during the first two weeks of November. A touring Bicentennial Exhibition of Minnesota Art and Architecture, prepared by the University of Minnesota Gallery in conjunction with the Minnesota Society of Architects was shared by Moorhead State and Concordia College.

The architecture portion of the show was displayed in the Cy Running Gallery at Concordia and the painting and native American art objects were shown at MSU's Center for the Arts Gallery.

Both schools also offered a special program exploring various aspects of Minnesota's history and culture. Both exhibits were free to the public as were the special programs which were funded by the National Endowment for the Humanities.

Through these many and varied Bicentennial events, Moorhead State University provided thousands of people with the opportunity to intellectually, culturally, and entertainingly celebrate this most significant time. While it may not have rejuvenated the nation or the entire world, it is our fond hope and enduring desire that it stimulated and rejuvenated those individuals whom its programs touched.

The Winner's Circle

Among other accomplishments, receiving two national awards made 1976 an exceedingly good year for our publications. The awards were given by the Council for the Advancement and Support of Education (CASE) and University and College Designers Association (UCDA).

Now, it would be mere bragadacio to tell about these awards except that they indicate we are doing our task, achieving our goals and meeting our objectives. And these goals and objectives reach a very basic statement: We wish to inform you about our university of people in the clearest, most helpful and most attractive way possible. These awards signal we are succeeding, so on with the ceremony.

If there is a Pulitzer prize for university publications and their directors, it is the annual CASE awards. Moorhead State University gained a Publications Improvement of the Year Award in CASE's Bicentennial Recognition Program. More than 1800 institutions of higher education are members of CASE. There were 509 entries in the Madison Division for publication programs. And there were six award winners including Moorhead State.

To judge our total publications program, the jurors requested five publications that were varied in nature and representative of the university. To assess improvement, they requested five similar publications from the previous year.

We submitted *The Bulletin* as a publication for potential students; *Contineews* our internal newsletter for faculty and administration. A new External Studies brochure represented a degree program; a recent chemistry brochure showed a department offering. Finally, a poster for a student art show served as an example of publicity for a specific event.

These entries were judged on editorial content, design and graphics as well as cost effectiveness. The results were announced in June. In the words of *CASE Currents* "... judges in this year's CASE Recognition Program selected these winners for their ability to inform and inspire people to support the cause of education."

If there is an honor comparable to being shown at the Metropolitan Museum in New York, for college artists and designers it is being accepted in the



University and College Designers Association's Competition. Of the 985 pieces entered 150 were chosen for the show. Two of these were the December and May issues of *The Bulletin*, and only four other entries were selected in the "Magazines—Total Unit" category.

The 1976 Awards were presented October 16 at the UCDA Annual Conference in Salt Lake City. The winners were selected by a distinguished jury comprised of James Cross, John Cleveland, Marvin Silver, and Susan Riner—all of Los Angeles. UCDA said the entries and the outstanding jurors made "the overall quality of this year's show absolutely outstanding."

Despite national recognition and at the risk of sounding sentimental, my favorite honors are the letters we receive from readers of *The Bulletin*. There is one postmarked Karachi, Pakistan, I would like to share.

Dear Mr. Matthies:

Today I received by sea mail, the latest copy of *The Bulletin*, vol. 76, no. 6, May, 1976. Many thanks for the same

Although my son, Salman Ahmad, is a student of the Moorhead State University since December, 1974, this is the first time that I got your magazine. Being a journalist myself, I would say that it is a very well produced bulletin.

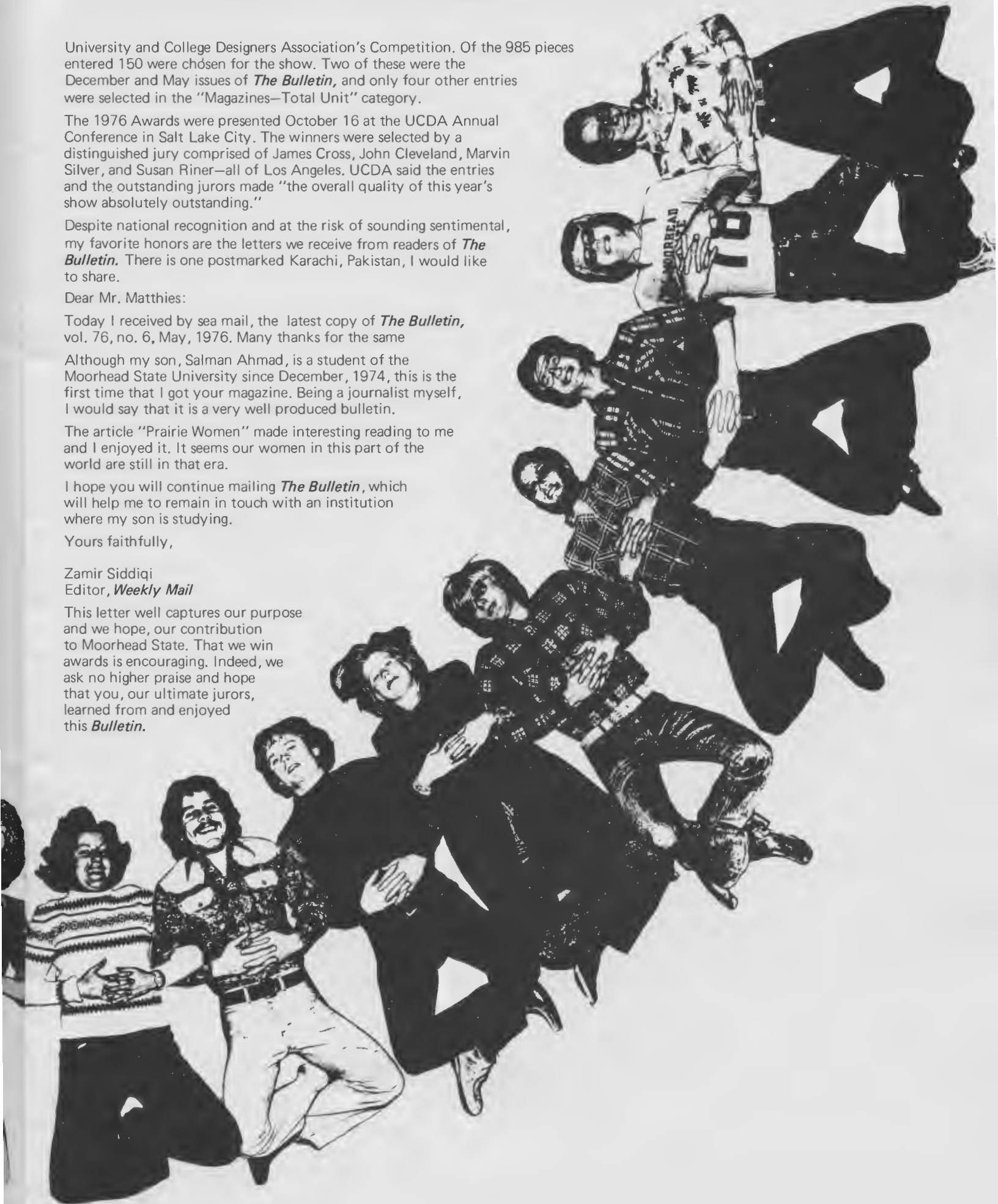
The article "Prairie Women" made interesting reading to me and I enjoyed it. It seems our women in this part of the world are still in that era.

I hope you will continue mailing *The Bulletin*, which will help me to remain in touch with an institution where my son is studying.

Yours faithfully,

Zamir Siddiqi
Editor, *Weekly Mail*

This letter well captures our purpose and we hope, our contribution to Moorhead State. That we win awards is encouraging. Indeed, we ask no higher praise and hope that you, our ultimate jurors, learned from and enjoyed this *Bulletin*.







Chaining Directions

by Elsie Listrom

"A Return to the Rockin' 60's" was the theme of this year's Homecoming at MSU and what a "return" it was. Not only did we see once again the spirit and enthusiasm of the early sixties, we also witnessed the revival of several homecoming traditions long before abandoned.

It appeared the days of student activism and total and complete "relevance" were gone. Fun had returned to Moorhead State. The campus was alive with a five day schedule of activities and student, faculty, and staff alike were excited for the mere frivolity of the occasion.

The week's activities included everything from a polka dance with the Chmielewski Brothers to an annual toothpick engineering contest.

And although Homecoming is traditionally centered around the varsity football game this year the women took no back seat. The women's tennis, field hockey and volleyball teams competed in five events as part of the homecoming festivities.

But as we said Homecoming '76 was a return of traditions. This year marked the revival of the "Burning of the M", Friday night pepfest and the Saturday morning parade. The students welcomed the return of the pepfest and through the participation of the entire university community, a 32 unit parade braved the icy winds of Moorhead and made its way from the Moorhead Center Mall to Nemzek Stadium.

"A Return to the Rockin' 60's" looked to our past and that is as it should be. Homecoming is a time to honor your school's alumni—those who have gone before and spread the word about Moorhead State making it possible for the University to exist for its students of today and those of tomorrow. And among the many alumni that return to visit their old alma mater there are always a few who stand a little taller and shine a little brighter. As in the past four years MSU felt it was once again important to recognize these alums who had distinguished themselves through their chosen careers, through their service to their university. At a Saturday morning brunch sponsored by the MSU Alumni Association four Moorhead State graduates were so honored.

However, a school cannot look only to its past. Out of respect for those who had gone before and because of our great hope for the future the MSU Athletic Department initiated two new awards to be presented annually. To honor the memory of Ken Herk, 1968 Dragon co-captain, an award will be given each year to the outstanding defensive back on the Dragon football team.

The Distinguished Service Award was also established to honor individuals who have distinguished themselves by meritorious service to MSU's Athletic Program. The first Distinguished Service Award was given posthumously to Mrs. Harold (Ma) Jackson, confidante and supporter for hundreds of MSU athletes through four decades as housemother for the Old Order of Owls.

Although the Homecoming game between the Dragons and the St. Cloud Huskies did not turn out as well as planned there was still much celebration into the wee hours of the morning.





Saturday evening's events began with a dinner and a roasting of President Dille at the Ramada Inn. This was followed by an all-University dance which attracted well over 2000 faculty, staff, students, alumni, and friends.

The word for the week was fun—and who knows, next year we may even bring back the antiquated idea of a homecoming queen (king?).

Time Trek

The Moorhead State Year One Experimental Learning Community is a group of 62 first year students experiencing the traditional general studies courses in a live and learn situation. The required general studies program is designed to give freshmen a broad academic background before they pursue their majors. The Year One program attempts to take this myriad of courses and put them into one context that shows their relevance to each other and the student.

To enhance the sense of community the Year One students are housed together on two floors of a co-ed residence hall. They also attend the same classes together, taught by four Year One instructors.

The courses adhere to the Year One theme: A Time Odyssey. The students are taken on an academic journey to some of the more important historical periods in recorded and non-recorded time.

On this odyssey the Year One student can see the unfolding of modern civilization. To prepare the students for their academic journey, they are taken on a two week wilderness trek where they create a society of their own without the usual material supports that most people have come to view as essential.

From their primitive society in the woods, the students continue their journey into recorded history from the classroom. They will concentrate on four historical eras that greatly shaped the world we live in today—1200-1300; 1600-1700; 1920-30 and the present looking to the future.

Inasmuch as Year One is only one-quarter old, it is too soon to answer the inevitable questions of success or failure. It has, however, already gained statewide attention and has won editorial kudos from the Minneapolis *Tribune*.

The participating students and staff will, of course, be the best evaluators of the Year One Program. One current indication of how the program is developing is an about-to-be published anthology of Year One student writings. The writings are mostly entries from journals that the students are keeping or poetry selections written while on the wilderness trek. A sample of those writings follows. They can best reflect the feelings and the mood of the Year One student towards their experimental learning community.

I think I know why I signed up for Year One. This woods experience should be required for every college freshman. The woods give off such an atmosphere that can really get you in touch with yourself. If anybody ever needed to just get away from things this would be the place to go. It seems like nobody is ever satisfied with what they have.

If they could just once look out their window and see how beautiful things really are that surround them. Seems like most people have to find their beauty through money and power.

Donna Fraase

I can't really say I feel possessed by the woods, I feel more a part of them. I've learned to recognize a certain character in each living thing. I've felt the calmness of the breeze, the strength of the tall, weathered trees, the mystery of the noises in the woods, the winding of a curvey path. I've felt the stillness of the deeper waters, but also the excitement of the splashing ripples of a stream. Something definitely moves me inside, but I don't feel overtaken by it. My thoughts become much deeper in the serenity of the woods. Being around so many natural things I appreciate each of them more.

Anonymous

Someone once said to me that in order to survive in the world today, one must have a spirit within. And in order to keep this spirit alive, it must be free.

Fresh air, trees, blue sky, the exercise needed to make one's mind creative, is here. One can then let your mind flow, fluctuate, breath, remember, and create. It is in the tight often closed-in city, when working or going to school or just not having that free air about you lets this free spirit die. Always living in the city, I have learned another feature to keep my free spirit alive. Ease. Now my free and easy spirit cannot ever die. One must exercise this spirit. Let his mind run free, do not permit a closed mind to kill your free spirit.

Marilyn Sanford

Unbroken Pattern

Most of us at Moorhead State University are proud of the college. This pride may make us rather subjective in our judgments about MSU. Thus, it is good when an outside source verifies our judgments.

Just such a verification came in the October 1976 issue of the nationally known Kiplinger magazine *Changing Times*. In an article "Good Colleges at Bargain Prices," MSU was selected as one of 64 colleges throughout the United States as both "good" and a "bargain." There were only four in Minnesota and one in the Dakotas, (St. Olaf College, St. Thomas College, Concordia College and Moorhead State University in Minnesota, and Augustana College in South Dakota). Among these five there was only one public institution that met the magazine's criteria—Moorhead State University.

What is Good?

The magazine set objective standards for a college to meet. In order to be "good," MSU had to meet the following academic standards:

—"Average scores of entering freshmen on college entrance tests are well above the national average. . . In general, the higher its students' score the higher a college can aim its academic program. . ."



—"Admissions policies are selective. The more a college can pick and choose among different applicants, the stronger its student body will be. . ."

—"A good proportion of graduates go to graduate school. This provides a rough measure of two factors: the emphasis on academic achievement among undergraduates and their success in gaining admittance to graduate schools. . ."

What is a Bargain?

We were of course pleased that MSU met the standards of academic excellence set by *Changing Times*, but we are equally delighted that this excellence carries a reasonable price tag. We know, and the magazine points out, that the costs at well known schools are in the staggering \$7000-8000 category. These prices are frightening for parents and prospective students. But they are for colleges like Dartmouth, Princeton, Harvard, Yale and MIT.

The magazine sought and found good colleges whose average costs could be no higher than \$4568 as a private institution, \$2790 for public colleges and universities for residents of the state where the school is located. Moorhead State's bargain is even below the \$2790 average.

Included in the bargain is tuition and fees, room and board, as well as estimates for books, supplies, transportation and personal expenses.

Selective Shopping

Although we heartily agree with *Changing Times'* selection of MSU, we offer you the same cautions they do. Don't choose us because we made a list. Don't choose us for our price. You are investing your future as well as your finances. You can use their selection as a starting point. But also use their cautions.

—"Match your plans against the college's capacity to accommodate them. Why are you going to college? If you have a particular vocation in mind, are the college's curriculum and faculty strong in the field? . . ."

—"If possible, pay the campus a visit. Check the facilities, libraries (how many books?), classrooms, cafeterias and dorms. . . are major things to check regardless of your intended field of study. . ."

—"Use your eyes and ears to get a feel of the place. Talk with students and professors, and try to form an impression of what it would be like to be a student there. . ."

We endorse *Changing Times'* conclusion, "Don't choose any college simply because it's cheap. But that's no reason to ignore it, either." And we think, if you follow the selective shopping suggested by the magazine, MSU may well catch your attention, even your attendance.

Career Inclinations

by John Shonyo

After four years of eight o'clock classes, finals, term papers, good professors and bad. And after the molding forces of residence hall living, academic escapism and creative life styles. After all of that—and more—it all comes down to that bottom line—graduation.

Some postpone the inevitable by re-enlisting in graduate schools. Most, however, start what can be a herculean task in finding meaningful employment that is in line with their educational background. As everyone knows these are not the best of times for the college graduate in terms of finding employment. The pick-and-choose days of the graduating senior have gone the way of bobby sox and ducktails. And things do not look like they are going to greatly improve in the near future. There are, however, some people at Moorhead State University who can be a vital link between a graduate and his or her first career placement. The MSU Career Planning and Placement Office is playing an ever increasingly important role in the lives of those who are about to graduate.

The Placement Office is currently compiling and assessing the statistics on the 1976 graduates. According to Mel Schmitz, Director, placements are looking about the same as the previous few years. There are, however, some areas that are exceeding anticipated placement predictions. Education majors generally fared better than expected considering decreasing enrollments in public schools. Elementary education majors were the apparent biggest surprise—almost 75 percent found full time positions. English, special education and speech pathology along with the traditionally strong majors—music, science, industrial education and math—also did well.

Those majors which had disappointing placement figures—social studies and phy ed for example—traditionally have poorer than average showings.

Placement of non-teaching majors surprised no one—it is still suffering from a lackluster economy.

"Non-teaching placement strongly reflects the economy," Schmitz says, "Recruiters are telling us that the economy is generally still pretty soft. No one is committing themselves to any full scale hiring campaign."

There are some encouraging signs that things may be getting better. The number of on-campus recruiters from major companies is up between 75 and 100 per cent from the previous couple of years. The number of job openings has also risen slightly in recent months. As Schmitz sees it, however, the employment picture looks pretty stable—that is, no great fluctuations either up or down. There is both good and bad news in that prediction.

A stable job market means an easier time in defining employment needs, thus making career planning more reliable. But it also means that at the current rate of college enrollment there are still going to be a lot more graduates than jobs available.



There are some things a graduating senior can do to enhance his or her chances of getting a job. Survival of the fittest, as it were, is generally the context in which someone seeking employment must operate.

"Being an aggressive candidate is the best advice I can give a student," says Schmitz. "On a national basis only 30 per cent of all job openings are publicized—the other 70 per cent must be found by personally contacting the company." Researching the company first is always helpful to a candidate—especially during the job interview.



At MSU, however, that lack of information problem should be improving by the end of this year.

A task force comprised of career planning and placement, housing and counseling office personnel is currently putting together a comprehensive plan that will assist students to better ascertain their post-college goals.

"We want to be able to work with students at any level he or she needs us," comments Schmitz. "We will offer help in self-understanding and decision making skills as well as job seeking."

Ultimately workshops and courses with these themes will be offered to students to better facilitate the program. The whole idea of the comprehensive approach to career planning is a unique one. As far as Schmitz knows MSU is one of just a few universities and colleges doing anything like this for their students.

Schmitz observes that one major ramification of this program should be an increase in the student retention rate.

"We think that if students have a better understanding of themselves and their goals, they should feel better about college, thus will complete their education."

Until the new program is initiated late this year or early 1977-78, the placement office will accommodate students with these special needs on an individual basis. The placement office will also continue to provide traditional services such as handling credentials for graduating seniors. The office also keeps students posted on employment openings and is a resource for career information. These services are available to any MSU student or alumnus for a nominal fee.

Phone calls and drop-in interviews are also permissible if not overdone.

Schmitz has other advice for students who want to enhance their "employability." It's important to begin planning a career before one is a senior. Students should be as marketable as possible. That can mean having a strong minor or a second major or both. Keeping an eye on employment trends and being academically flexible enough to align themselves accordingly will also assist the student in finding suitable employment.

According to Schmitz, potential employers are looking for the "well rounded" individual. Generally this means a student who has participated in extra-curricular activities, has a good GPA (the relative import of GPA's is inversely correlated to the availability of jobs: as the latter goes down the former goes up) and has satisfactorily completed an internship or student teaching.

"The key word is marketability," states Schmitz. "Unfortunately up to now many colleges and universities haven't provided the students with the career planning information they need to become competitive."



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